SONY MUSIC LATIN · 2023 · SINGLE RELEASE

Nicky Jam & Feid

69

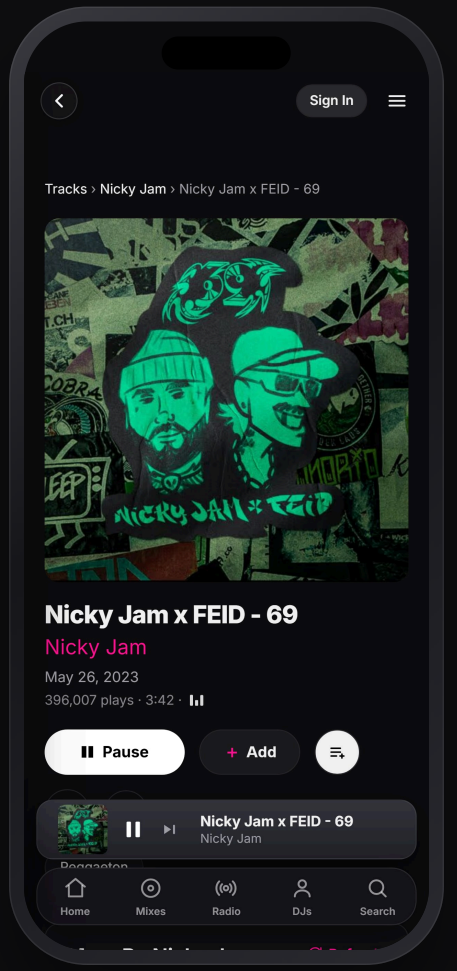
Sony Music Latin brought LMP in to promote “69”, Nicky Jam and Feid's reggaeton single. It went up on IAMLMP.com in May 2023.



Printed from iamlmp.com/advertise/campaigns/nicky-jam-feid-69/ on November 10, 2026 at 6:54 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Published it on IAMLMP.com — it streams on the site and in the LMP DJ app
  - 150,000+ page views across IAMLMP.com in the last 28 days
  - 21,000+ app downloads
- Delivered it to the LMP Record Pool for the DJ network — the single plus DJ intros, acapella starters, extended mixes and mashups
  - 90 versions in its first 6 weeks
  - Serving DJs since 2003
- A social media blast: over 50 LMP DJs posted it on Instagram
  - 140 DJs on the roster today
- Put it in DJ Kidd B's “Un Verano Reggaeton” mix on the LMP YouTube channel — and promoted the mix on LMP's Instagram
  - 282,000+ YouTube subscribers today
- Posted it as a YouTube Short on the LMP channel
  - 282,000+ YouTube subscribers today
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 665 members today



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The numbers

Measured on our own platforms or taken from the campaign's own insights; anything estimated says so. The green badge means the figure was read today.

396,013

plays of “69” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

90

versions of “69” in the LMP Record Pool within six weeks of release

The single plus DJ intros, acapella starters, extended mixes and mashups, 19 May – 28 June 2023.

SEPT 2026

Hear “69” on IAMLMP.com

Watch DJ Kidd B's mix on YouTube ↗

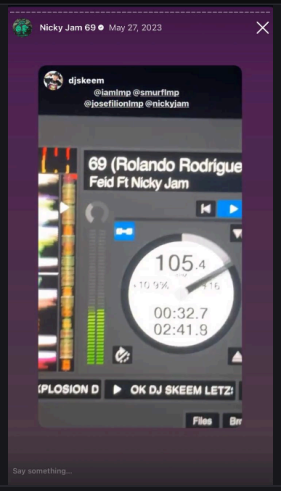
Watch the YouTube Short ↗

How the single performed

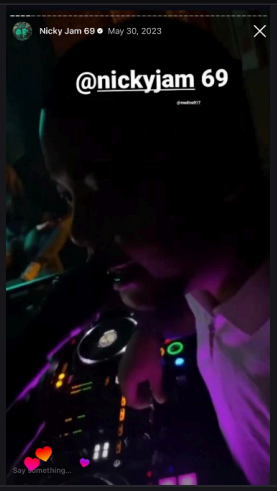
The record's own public results, for context. They belong to the artist and the label, and many hands move a record — each line links to its source.

- Top 10 on Billboard Latin Rhythm Airplay — peaked at #10, 11 weeks on the chart Billboard
- #37 on Billboard Latin Airplay, 8 weeks on the chart Billboard
- #41 on Billboard Hot Latin Songs, 5 weeks on the chart Billboard

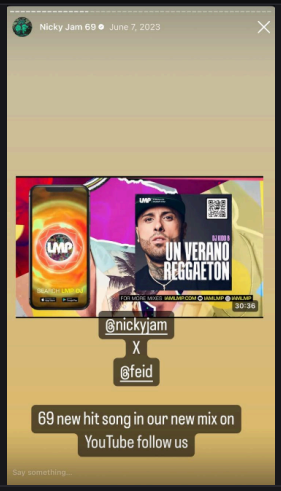
From the campaign



DJ Skeem playing it, tagging @iamlmp and @nickyjam — 27 May 2023.



In the club, from the booth — 30 May 2023.



LMP's story for the YouTube mix it went into — 7 June 2023.

Run one with us

Talk to us